

Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, MI
WKAR-TV, WKAR-FM, WKAR-AM
For the period of June 1, 2023-May 31, 2024

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Board of Trustees, Michigan State University’s East Lansing, Michigan Employment Unit (“SEU”). This SEU is comprised of the following stations: **WKAR-TV** licensed to EAST LANSING, MICHIGAN; **WKAR-FM** licensed to EAST LANSING, MICHIGAN; **WKAR-AM** licensed to EAST LANSING, MICHIGAN. This report has been placed in the public inspection files of these stations and posted to their websites, prior to June 1, 2024.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, and contact person (if applicable).
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment sourced utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Position for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hire began working. A person was deemed “interviewed” whether he or she was interviewed in- person, over the telephone or by e-mail.

Appendix 1
Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, Michigan
Covering the Period from June 1, 2023 to May 31, 2024

Stations Comprising Station Employment Unit:
WKAR-TV, WKAR-FM, WKAR-AM

Vacancy Information

Full Time Position by Job Title	Date of Hire	Recruitment Source Used for Hire	Total # Of Interviews from All Sources	Sources Notified of Opening
News Director/Broadcasting Services Program Manager/S	08/31/23	Michigan State University HR	4	1,2,8,9,11,15,18,19,20,21,23,27,28,30,38,45,46,47
News Editor/Editor III	09/18/23	Word of Mouth/Referral	8	2,8,9,11,13,15,18,19,20,21,23,27,28,30,38,45,46,47,48
Senior Director of Content and Education	9/25/23	Word of Mouth/Referral	5	11,15,19,20,21,23,46,47
Morning Edition Producer/Host	04/01/24	Word of Mouth/Referral	2	2,8,11,15,17,18,19,20,21,23,27,28,36,46,47
Project Manager	04/08/24	Michigan State University HR	4	20,21,23
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			23	

Annual EEO Public File Report

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2023 to May 31, 2024 Stations Comprising Station

Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Recruitment Source Information

	Recruitment Source	Total # of Interviewees this source provided	Full Time Positions for which source was utilized
1	AllAccess.com	0	News Director/Broadcasting Services Program Manger
2	Asian American Journalists Association	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host
8	Corporation for Public Broadcasting	3	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host
9	Current	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III
11	Facebook	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education
13	Handshake	1	News Editor/Editor III
15	Indeed.com	2	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education
17	Indigenous Journalist Association	0	Morning Edition Producer/Host
18	JournalismJobs.com	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host
19	LinkedIn	1	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education
20	MiTalent (Michigan Works)	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education, Project Manager
21	Michigan Association of Broadcasters	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education, Project Manager
23	Michigan State University HR	6	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education, Project Manager
27	National Association of Black Journalists	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host
28	National Association of Hispanic Journalists	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host
30	Native American Journalists Association	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III,
36	Public Media Journalists Association	0	Morning Edition Producer/Host
38	Radio Television Digital News Association	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III
45	X (formerly Twitter)	0	News Director/Broadcasting Services Program Manager, News Editor/Editor III
46	WKAR.org	2	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education
47	Word of Mouth/Referral	7	News Director/Broadcasting Services Program Manager, News Editor/Editor III, Morning Edition Producer/Host, Sr. Director of Content and Education
48	Other: Tanya's Tips career email	1	News Editor/Editor III

NOTIFICATION LIST
June 1, 2023 to May 31, 2024

	<u>Source</u>	<u>Website</u>	<u>Email</u>
1	All Access - Radio positions	www.allaccess.com	
2	Asian American Journalist Association	www.aaja.org	national@aaja.org
3	Association of Fundraising Professionals	https://afpglobal.org/	
4	Association of Fundraising Professionals-Capital Area Chapter	https://community.afpglobal.org/afpmicapitalareachapter/home	afp_cac@yahoo.com
5	CASE Career Central	www.jobtarget.com	
6	Chronicle of Philanthropy	https://hire.philanthropy.com/	
7	College of Comm Arts @ MSU	www.cas.msu.edu	hoxseys@msu.edu
8	Corporation for Public Broadcasting	https://www.cpb.org/	
9	Current	https://jobs.current.org/employer/pricing/	classified@current.org
10	Diversityworking.com	https://www.diversityworking.com/employerZone/postjobs.php	steven.garcia@diversityworking.com
11	Facebook - WKAR	https://www.facebook.com/WKARPUBLICMEDIA	
12	Greater Public	https://www.greaterpublic.org/jobs/	
13	Handshake	https://msu.joinhandshake.com	
14	HigherEdjobs.com	www.higheredjobs.com	sales@higheredjobs.com
15	Indeed.com	www.indeed.com	
16	National Academy of Television Arts & Sciences	https://jobbank.emmyonline.org/	
17	Indigenous Journalists Association	https://indigenousjournalists.org/	
18	JournalismJobs.com	www.journalismjobs.com	info@journalismjobs.com
19	LinkedIn - WKAR	www.linkedin.com	
20	Mi Talent (Michigan Works)	www.mitalent.org	
21	Michigan Association Of Broadcasters	https://michmab.com/	dkelley@michmab.com
22	Michigan Non-Profit Association	www.mnaonline.org	
23	Michigan State University HR	www.jobs.msu.edu	
24	Musical America	https://jobs.musicalamerica.com/jobs/	
25	National Action Council for Minorities in Engineering	https://careers.nacme.org	
26	National Association for Multi-Ethnicity in Communications	https://namic.site-ym.com/networking	
27	National Association of Black Journalists	http://nabicareers.org	info@nabicareers.org
28	National Association of Hispanic Broadcasters	https://www.nahjcareers.org/	info@nahjcareers.org
29	National Educational Telecommunications Association (NETA)	http://www.netaonline.org/Professional-Development/Public-TV-Careers	
30	Native American Journalist Association	https://naja.wildapricot.org/NAJA-store	

31	Non Profit Times	www.nptimes.com	
32	Organization of Black Designers	http://obd.org	
33	PledgeChat	Posted by member (Kevin Cooney)	pledgechat@yahoogroups.com
34	Producers Guild of America	https://producersguild.org/	
35	Public Media Business Association - accounting/HR	www.pmbaonline.org	Jwickline@pmbaonline.org
36	Public Media Journalists Association	https://pmja.org/	
37	Public Radio Association of Development Officers (PRADO)	https://www.pradoweb.org/	
38	Radio Television Digital News Association	http://www.rtdna.org/	
39	Society of Broadcast Engineers	https://www.sbe.org/sections/jobs_online.php	kjones@sbe.org
40	Sphinx Organization - music	https://www.sphinxmusic.org/job-postings	
41	Staff Me Up, Production Jobs in TV	https://staffmeup.com/	
42	The Association of LGBTQ Journalists nlgja	https://www.nlgja.org/	dillon@nlgja.org
43	The Job Network.com	https://www.thejobnetwork.com/	support@pandologic.com
44	The State News (student newspaper) Ad for student hires	https://statenews.com/	
45	X (formerly Twitter)	https://twitter.com	
46	WKAR.org	www.wkar.org/inside/employment	billr@wkar.org
47	Word of Mouth/Referra;		
48	Other: Tanya's Tips career email		

Appendix 2

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2023 to May 31, 2024 Stations Comprising Station

Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Reporting Period:

Outreach: **Website Posting** www.wkar.org

Date: June 1, 2023 – May 31, 2024

Participating Employee(s): None

Event Sponsor: Michigan State University

Description of Activity: WKAR has an announcement posted on its website encouraging organizations that can refer job seekers to contact WKAR to be included in the mailing of our job openings.

Outreach: **Job/Career Fair**

Date: November 2, 2023

Participating Employee(s): Drew Henderson, Sr Director of Radio Operations
Ashlee Smith, Sr Director of Content and Education

Event Sponsor: Michigan Association of Broadcasters Foundation and Michigan High School Athletics Association

Description of Activity: Networking and recruitment career fair for students considering a career in broadcasting. WKAR spoke with many students about careers in broadcasting. The event was attended by over 600 students and career-minded professionals.

Outreach: **Job/Career Fair**

Date: March 18, 2024

Participating Employee(s): Brant Wells, Sr. Director of Broadcast and Digital Operations
Drew Henderson, Sr. Director of Radio Operations

Event Sponsor: Michigan Association of Broadcasters Foundation

Description of Activity: Media Career Fair

WKAR hosted a table at the MAB Foundation Media Career Fair which was attended by over 300 students and business-minded professionals. WKAR met with many people to share job opportunities, information on careers in broadcasting and possible internship opportunities.

Outreach: **Tour of facilities**

Date(s): August 8, 2023

Participating Employee(s): Brant Wells, Sr. Director of Broadcast and Digital Operations

Description of Activities: WKAR provided a tour of our facilities to approximately 11 children and 2 adults from the Gilman Woods Summer Camp. They were given a tour of the WKAR radio and television studios where they were able to learn about careers in media and explore broadcasting related activities such as recording a newscast and completing science experiments performed on WKAR-TV's Curious Crew program.

Outreach: **Tour of facilities**

Date(s): August 18, 2023

Participating Employee(s): Beth Young, Executive Assistant to General Manager

Description of Activities: WKAR provided a tour of our facilities to six (6) visiting scholars from China and their six (6) middle school aged children were given a tour of the WKAR-TV studios and learned about careers in media.

Outreach: **Tour of facilities**
Date(s): October 3, 2023
Participating Employee(s): Ken Merley, Director of Television Production
Drew Henderson, Sr. Director of Radio Operations
Description of Activities: Tour of WKAR's facilities was given to a group of ten (10) homeschooled students and ten (10) parents/guardians where they learned about the station's history, current operations and career opportunities in the media.

Outreach: **Tour of facilities**
Date(s): October 12, 2023
Participating Employee(s): Shawn Turner, Director of Broadcasting, General Manager
Amy Robinson, WKAR Radio News Director
Jamie Paisley, WKAR Radio Program Director
Ken Merley, Director of Television Production
Ashlee Smith, Sr. Director of Content and Education
Robin Pizzo, Director of Education
Jordan Nightingale, Director of Digital Engagement
Johnny McGraw, Communications Manager
Melanie McGuire, Sr. Director of Development and Communications
Dave Mann, Director of Broadcast Operations
Brant Wells, Sr. Director of Broadcast and Digital Operations
Description of Activities: Tour of WKAR's facilities was given to forty-six (46) students and one (1) professor from IAH209 class from MSU. They received an overview presentation from WKAR department leads with a tour of the radio and television studios, learned about the station's history, current operations and career opportunities in media.

Outreach: **Tour of facilities**
Date(s): March 18, 2024
Participating Employee(s): Drew Henderson, Sr. Director of Radio Operations
Jamie Paisley, WKAR Radio Program Director
Brant Wells, Sr. Director of Broadcast and Digital Operations
Description of Activities: Tour of WKAR's facilities was given to twenty-nine (29) students and two (2) teachers chaperones from Waverly High School as part of their tour of MSU's College of Communication Arts and Sciences and the Esports program. Career opportunities in media were shared with the students.

Outreach: **Internships**
Event Sponsor: WKAR-TV
Participating Employee(s): Brant Wells, Sr. Director of Broadcast and Digital Operations
Description of Activity: WKAR-TV had a total of 12 student interns from the College of Communication Arts and Sciences. Interns provide production support, e.g., research and script writing; serving as production assistants on set; serve in various production roles including but not limited to camera operator, graphics, teleprompter operator, floor director, audio assistant, and assistant producer; and helped with postproduction as assistant editors and graphic animation.

Outreach:

Internships

Participating Employee(s):

Amy Robinson, Radio News Director; Brad Walker, Radio Operations,
Michelle Jokisch-Polo, Radio Host

Event Sponsor:

WKAR Radio

Description of Activity:

WKAR Radio had 7 student interns from the College of Communication Arts & Sciences. These students worked directly with WKAR's operations and news departments to gain experience as audio editors, reporters, hosts, and language translators. News interns then worked under the guidance of our full-time journalists to reformat and package their content for both on-air and digital audiences. Operations interns ensured daily programming was properly loaded into radio's broadcast automation system and made ready for broadcast.

Outreach:

Internships

Participating Employee(s):

Melanie McGuire, Director of Development; Mara Wolke, Donor Relations

Event Sponsor:

WKAR Development

Description of Activity:

WKAR Development had 5 student interns. Membership interns were able to gain hands-on experience in building communications, research, development, and customer service skills as they represented the station through their interaction with donors, underwriters, and the public. Corporate Support interns were able to gain hands-on experience strengthening their administrative skills with various software applications and databases, interdepartmental communications, developed FCC compliant marketing copy, analyzed reports and prepared presentations for clients, while building client relationships through stewardship.

Outreach:

Internships

Participating Employee(s): Bill Richards, Director of Communications; Amanda Pinckney, Communications Coordinator

Event Sponsor: WKAR Communications

Description of Activity: WKAR Communications had 2 student interns. The interns gained hands-on experience in building communications, graphics, social media, photography and writing skills in a broadcast setting.

Outreach:

Internships

Participating Employee(s): Beth Young, Executive Assistant to the Director of Broadcasting

Event Sponsor: WKAR Office of the Director of Broadcasting

Description of Activity: WKAR Director of Broadcasting's office had 10 student interns. The interns gained hands-on experience working in the front office of a public broadcasting station and had the chance to explore other areas of public media. Interns represented the stations through interactions with guests and donors in person and via telephone.

Appendix 3

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2023 to May 31, 2024

Stations Comprising Station Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Station Studios and Office Location Address:

Board of Trustees, Michigan State University operates studio and office facilities at the following East Lansing, Michigan address:

404 Wilson Road, East Lansing, MI 48824. 517-884-4700 (WKAR-TV, WKAR-FM, WKAR-AM)

